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Abstract of the Disclosure

The present application is to provide a spark plug where a marking layer 2m under a glaze layer 2d can form a color stably, even if the Pb amount is decreased in the glaze layer. The glaze layer 2d is formed on an insulator 2 of the spark plug, and the marking layer 2m is formed under the glaze layer 2d. The glaze layer 2d contains, e.g., 1 to 25 mol% of a Zn component in terms of ZnO and 5 mol% or lower, e.g., 1 mol% or lower of a Pb component in terms of PbO. On the other hand, the marking layer 2m is adjusted in kinds and amounts of metallic element components in such manners that a tint seen through the glaze layer 2d is 3 or lower in brightness specified by JIS:Z8721 as well as 3 or lower in chroma specified by JIS:Z8721, or 4 or lower in the brightness specified by JIS:Z8721 as well as 2 or lower in the chroma specified by JIS:Z8721.